

SCOTTSDALE PUBLIC LIBRARY ADVISORY BOARD
MEETING MINUTES
Civic Center Library Board Room
March 15, 2006

Members Present: Camille Schmidt, Chair
Denise Dowers, Vice Chair
Judy Lewis, Secretary
Paul Lison
Karen Quinn
Linda Tardie

Members Absent: Nancy Walker

Others Present: Rita Hamilton, Library Director
Mary Johnson, Library Operations Manager
Carol Damaso, Public Services Manager
Kathy Coster, Manager for Innovation
Cheryl Thomsen, Library Administrative Coordinator
Mary Warner, Administrative Secretary (Minutes)
Joanne Hamilton-Selway, Collection Development Coordinator

CALL TO ORDER

Ms. Schmidt called the meeting to order at 3:30 p.m.

APPROVAL OF MINUTES

Ms. Schmidt asked for a motion to approve the minutes of the February 22, 2006 meeting. Ms. Dowers so moved; Mr. Lison seconded, and the motion passed 6-0.

LIBRARY STAFF REPORTS OF CURRENT EVENTS (A.R.S. 38-431.02 (K))

Monthly Statistical Report – Cheryl Thomsen

Monthly Statistical Review

	<u>February 2005</u>	<u>February 2006</u>	<u>% Change</u>
Items Circulated	185,621	167,387	-9.8 %
YTD Circulation	1,405,780	1,412,292	+ .5 %
Attendance	127,188	123,241	-3.0 %
YTD Attendance	967,807	906,721	-6.3 %

The Gift & Memorial Trust Account received \$1,777.53 for the month; expenses were \$554.00. In the Library Book Sale Special Revenue Account, February income from sales was \$12,951.00 and expenditures were \$19,545.97.

In February 2006, volunteers donated 2,708 hours to the Library, and 36,881 customers used the Library's public computers.

Library Director's Report – Rita Hamilton

Ms. Hamilton reported that she had a discussion with Madeline Clemann, Planning Manager for the Downtown Group with the City of Scottsdale, about what can be done to improve the parking garage for library customers. One result from the meeting is that the library will conduct a survey to determine the average time people use the library. There is a possibility of making some restricted 30-minute or 60-minute spaces.

Ms. Dowers suggested adding large directional arrows on the lanes for safety reasons. Ms. Hamilton said that Ms. Clemann indicated they plan to revise and improve the signage in the parking garage and she would submit that suggestion.

Ms. Hamilton said the City Manager releases her budget on March 23. She reminded the Board that the Citizens Budget Forum is March 29 at Via Linda Senior Center. The Budget Subcommittee Work Session is April 13 at City Hall when Debra Baird, General Manager of Community Services, will present her budget, including the library budget. The subcommittee will take comments from the public at this session. Ms. Hamilton invited Board members to attend and speak on behalf of the library.

Ms. Hamilton said the Knowasis – Thunderbirds Charities Teen Learning Center grand opening on February 24 was a wonderful event, attended by over 150 people. She said the Mayor, City Council, City Manager and other City officials were there, as were individual donors and representatives from donor organizations. She thanked the Board members who were able to attend and show their support. She said the library has been able to provide a very positive addition to the community, especially for the age group that requires safe, stimulating spaces in which to learn and grow. Ms. Hamilton reported that over 225 teens attended the Mardi Gras party later that evening, and that over 100 teens per day have visited the Teen Learning Center since it opened. Teens are signing up for library cards and are receiving emails about coming activities.

Ms. Hamilton said she participated in Legislative Day at the Arizona Capitol on March 2, organized by Arizona State Library Association. It provides an opportunity to speak with legislators about library issues and services.

Ms. Hamilton announced that we have hired a new Mustang Library Senior Coordinator. It is Dana Braccia, Community Services Coordinator for the Scottsdale Public Library. She will start her new position on April 3 and we are preparing to recruit to fill that vacancy.

April 14 will be our annual All Staff Celebration event where we recognize employees with Oscars and Hall of Fame awards.

DVD Collection:

Ms. Hamilton asked Mrs. Damaso to present the findings of a library study on the DVD collection that was prompted by customer comments and by Board members.

Mrs. Damaso reviewed the DVD collection complaints, indicating that customers objected to the loan period more than the item limits and that complaints have decreased dramatically from 2003. She presented the DVD borrowing limits for area libraries in Maricopa County, showing that we offer the third highest limits of DVDs out of eight libraries listed. Mrs. Damaso said that of 421 customers surveyed, 79% responded they were "very satisfied" and "satisfied" with the DVD collection, and 21% were not. She shared the circulation statistics showing that during the survey week, an average of over 9,400 DVDs, or 79%, were checked out every day of that week from our total collection of 11,893 DVDs. She said that 22% of the library budget is allocated to purchasing DVDs, and we have ordered 1,779 more. Ms. Hamilton-Selway explained the collection size, the amount of damage that occurs, the possibility of repairs, and the cost of replacement.

Ms. Damaso said library staff made several recommendations: order more copies of blockbuster movies, keep checkout periods the same; utilize featured lists or a link to highlight new DVDs, post lists of best selling DVDs; encourage customers to place requests in the online catalog, change the item limit to 10.

Ms. Hamilton said the library is considering a formal policy change to limit the number of borrowed DVDs to ten (from 15) in order to improve customer satisfaction with the collection, and asked the board's permission to proceed in that direction. The board indicated their approval of this measure. Ms. Hamilton said she will present the policy change at the next meeting.

Ms. Hamilton distributed copies of the newest Library Event Calendar. She explained that the new book format covers three months of information, including what had been published in separate flyers, and now provides a single source for library information, eliminating the need for individual pieces. Ms. Hamilton said the Library Event Calendars would be made available in community locations throughout Scottsdale. The

library is also sending event information to Scottsdale Unified School District schools for their online newsletters.

Ms. Hamilton distributed a *Library Highlights for 2005* brochure that outlines library services and is a quick and easy way to present the library's goals and objectives.

Ms. Hamilton distributed a *Get Involved! Expo* flyer describing the free event designed to empower boomers to think differently and more creatively than previous generations about midlife options and providing a call to action. Over 50 exhibitors representing local community nonprofit organizations will be on hand at Civic Center Library on March 29 to share their information and offer unique volunteer opportunities, including ways to become involved with the library. A keynote speaker and related workshops are also featured.

How'd We Do? Customer Feedback Report – Rita Hamilton

Ms. Hamilton discussed customers' objections that their computer print jobs are routed directly to the copiers with our new copier service, instead of to separate printers. She said we are upgrading the program this week to allow customers to select specific copiers for their print jobs.

In response to a customer comment about the Civic Center Library doors, Mrs. Damaso said the front entrance automatic glass sliding doors are being replaced.

Library Services Highlight: Overdrive – Joanne Hamilton-Selway

Ms. Hamilton-Selway explained that Scottsdale Public Library System has formed a consortium with five other area libraries to bring downloadable books to our customers. Phoenix Public Library absorbed the greatest portion of the cost, yet we can all utilize the service. Our website will have a link to the Greater Phoenix Digital Library on April 3, and customers will be able to download two kinds of books (e books or e-audio books) onto a personal computer, MP3 player or PDA. The service will be available from your home computer, not library computers. Library staff is being trained now and Overdrive will provide technical support.

ITEMS REQUIRING BOARD ACTION

Expenditures

March 2006		
Library Marketing	\$	4,000
Adult Summer Reading Program	\$	2,400
Dia de los Ninos/Dia de los Libros	\$	<u>500</u>
Total	\$	6,900

After discussion, Ms. Schmidt asked for a motion to approve the March 2006 proposed expenditures. Ms. Quinn so moved; Mrs. Lewis seconded, and the motion passed 6-0.

Rassner/Library Endowment Disbursement

Ms. Hamilton explained that this endowment was established in 1989 for the purchase of library materials. She explained that the Rassner Memorial Funds are deposited with the Arizona Community Foundation. After Board approval to disburse this year's proceeds of \$22,528 for library materials, the action will go before City Council for permission with the approval of the Board.

After discussion, Ms. Schmidt called for a motion to approve the use of this year's Rassner Library Endowment funds for library materials. Mrs. Tardie so moved; Ms. Dowers seconded and the motion passed 6-0.

INFORMATIONAL ITEMS

Announcements/Issues for Future Discussion:

None.

Open Call to the Public (ARS38-431.02)

None.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 4.42 p.m.

Respectfully submitted,

Mary Warner
Administrative Secretary